
Appendix

Questionnaire

Post Codes in Bold Italics

INTRODUCTION / SCREENER

INTRO Hello, this is _____ with Northwest Research Group, a local market research firm. Today we are conducting a study for the City of Seattle and would like to include the opinions of your household. This call may be monitored for quality control purposes. For this survey, I need to speak with someone who lives in this household and is 18 years of age or older. Would that be you?

[PRESS ANY KEY TO CONTINUE]

[FOR MID-INTERVIEW CALLBACKS] Hello, this is _____ with Northwest Research Group, a local market research firm. Recently we started a survey regarding the City of Seattle, and I'm calling back to complete it.

[PRESS ANY KEY TO CONTINUE]

S1 What is your home zip code?

_____ ENTER ZIP CODE

99999 DON'T KNOW / REFUSED **[SKIP TO THANK9]** [DISPOSITION = 8]

S2 To verify, the zip code I entered was [SHOW ZIP CODE ENTERED IN S1]. Is this correct?

1 YES

2 NO **[SKIP TO S1]**

9 DON'T KNOW / REFUSED **[SKIP TO THANK9]** [DISPOSITION = 8]

[IF ZIP CODE NOT IN CITY OF SEATTLE SKIP TO THANK1] [DISPOSITION = 23]

S3 **[IF ZIP CODE = 98133 OR 98177]** Do you live North or South of 145th Street?

[IF NECESSARY, PROBE: 'North or South of the Seattle Golf and Country Club?']

1 NORTH OF 145TH STREET **[SKIP TO THANK1]** [DISPOSITION = 23]

2 SOUTH OF 145TH STREET

9 DON'T KNOW / REFUSED **[SKIP TO THANK9]** [DISPOSITION = 8]

S4 Do you live East or West of Interstate 5?

1 EAST

2 WEST

9 DON'T KNOW / REFUSED **[SKIP TO THANK9]** [DISPOSITION = 8]

S5 **[IF ZIP CODE = 98144]** Do you live North or South of Interstate 90?

1 NORTH

2 SOUTH

9 DON'T KNOW / REFUSED **[SKIP TO THANK9]** [DISPOSITION = 8]

GEO GEOGRAPHIC AREA

1 NORTHWEST

2 NORTHEAST

3 WEST

4 EAST

5 SOUTHWEST

6 SOUTHEAST

GENDER ENTER RESPONDENTS GENDER

1 MALE
2 FEMALE

QUALITY OF LIFE IN SEATTLE

A1A Overall, how do you rate the City of Seattle as a place to live?

(4) 1 Very good,
(3) 2 Good,
(2) 3 Only Fair, or
(1) 4 Poor?
9 DON'T KNOW / REFUSED

A1B Over the last two years, do you think Seattle has gotten better, stayed the same, or gotten worse as a place to live?

(3) 1 BETTER
(2) 2 STAYED THE SAME
(1) 3 WORSE
9 DON'T KNOW / REFUSED

INTRO1 I am going to read a list of statements about the City of Seattle. Please rate each item about the City of Seattle as very good, good, only fair or poor. Then rating the same item, please tell me if you think it's gotten better, stayed the same, or gotten worse over the last two years.

[PRESS ANY KEY TO CONTINUE.]

[STATEMENTS A2 TO A12 APPEAR IN RANDOM ORDER BLOCKS IN A#A AND A#B]

A#A [PROMPT AS NECESSARY: 'How do you rate the City of Seattle's...']

[SHOW STATEMENT] ?

(4) 1 Very good,
(3) 2 Good,
(2) 3 Only Fair, or
(1) 4 Poor?
9 DON'T KNOW / REFUSED

A#B [PROMPT AS NECESSARY: 'And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of...']

[SHOW STATEMENT] ?

(3) 1 BETTER
(2) 2 STAYED THE SAME
(1) 3 WORSE
9 DON'T KNOW / REFUSED

A2A How do you rate the City of Seattle as a place to raise children?

(4) 1 Very good,
(3) 2 Good,
(2) 3 Only Fair, or
(1) 4 Poor?
9 DON'T KNOW / REFUSED

A2B And over the last two years, do you think Seattle has gotten better, stayed the same, or gotten worse in terms of a place to raise children?

(3) 1 BETTER
(2) 2 STAYED THE SAME
(1) 3 WORSE
9 DON'T KNOW / REFUSED

A3A How do you rate the City of Seattle's job and economic opportunities?

[BASE = ALL RESPONDENTS IN VERSION A]

(4) 1 Very good,
(3) 2 Good,
(2) 3 Only Fair, or

(1) 4 Poor?
9 DON'T KNOW / REFUSED

A3B And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of job and economic opportunities?

[BASE = ALL RESPONDENTS IN VERSION A]

(3) 1 BETTER
(2) 2 STAYED THE SAME
(1) 3 WORSE
9 DON'T KNOW / REFUSED

A4A How do you rate the City of Seattle's recreation, cultural, and entertainment opportunities?

[BASE = ALL RESPONDENTS IN VERSION A]

(4) 1 Very good,
(3) 2 Good,
(2) 3 Only Fair, or
(1) 4 Poor?
9 DON'T KNOW / REFUSED

A4B And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of recreation, cultural, and entertainment opportunities?

[BASE = ALL RESPONDENTS IN VERSION A]

(3) 1 BETTER
(2) 2 STAYED THE SAME
(1) 3 WORSE
9 DON'T KNOW / REFUSED

A5A How do you rate the City of Seattle's race relations?

(4) 1 Very good,
(3) 2 Good,
(2) 3 Only Fair, or
(1) 4 Poor?
9 DON'T KNOW / REFUSED

A5B And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of race relations?

(3) 1 BETTER
(2) 2 STAYED THE SAME
(1) 3 WORSE
9 DON'T KNOW / REFUSED

A6A How do you rate the City of Seattle's housing affordability?

(4) 1 Very good,
(3) 2 Good,
(2) 3 Only Fair, or
(1) 4 Poor?
9 DON'T KNOW / REFUSED

- A6B** And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of housing affordability?
- (3) 1 BETTER
 - (2) 2 STAYED THE SAME
 - (1) 3 WORSE
 - 9 DON'T KNOW / REFUSED
- A7A** How do you rate the City of Seattle in terms of ability to get around by car?
- [BASE = ALL RESPONDENTS IN VERSION B]
- (4) 1 Very good,
 - (3) 2 Good,
 - (2) 3 Only Fair, or
 - (1) 4 Poor?
 - 9 DON'T KNOW / REFUSED
- A7B** And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of ability to get around by car?
- [BASE = ALL RESPONDENTS IN VERSION B]
- (3) 1 BETTER
 - (2) 2 STAYED THE SAME
 - (1) 3 WORSE
 - 9 DON'T KNOW / REFUSED
- A8A** How do you rate the City of Seattle in terms of ability to get around by foot?
- [BASE = ALL RESPONDENTS IN VERSION B]
- (4) 1 Very good,
 - (3) 2 Good,
 - (2) 3 Only Fair, or
 - (1) 4 Poor?
 - 9 DON'T KNOW / REFUSED
- A8B** And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of ability to get around by foot?
- [BASE = ALL RESPONDENTS IN VERSION B]
- (3) 1 BETTER
 - (2) 2 STAYED THE SAME
 - (1) 3 WORSE
 - 9 DON'T KNOW / REFUSED
- A9A** How do you rate the City of Seattle in terms of ability to get around by public transportation?
- (4) 1 Very good,
 - (3) 2 Good,
 - (2) 3 Only Fair, or
 - (1) 4 Poor?
 - 9 DON'T KNOW / REFUSED
- A9B** And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of ability to get around by public transportation?
- (3) 1 BETTER
 - (2) 2 STAYED THE SAME
 - (1) 3 WORSE
 - 9 DON'T KNOW / REFUSED
- A10A** How do you rate the City of Seattle's public schools?
- (4) 1 Very good,
 - (3) 2 Good,
 - (2) 3 Only Fair, or
 - (1) 4 Poor?
 - 9 DON'T KNOW / REFUSED

A10B And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of public schools?

- (3) 1 BETTER
- (2) 2 STAYED THE SAME
- (1) 3 WORSE
- 9 DON'T KNOW / REFUSED

A11A How do you rate the City of Seattle in terms of ability to get around by bicycle?

[BASE = ALL RESPONDENTS IN VERSION B]

- (4) 1 Very good,
- (3) 2 Good,
- (2) 3 Only Fair, or
- (1) 4 Poor?
- 9 DON'T KNOW / REFUSED

A11B And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of ability to get around by bicycle?

[BASE = ALL RESPONDENTS IN VERSION B]

- (3) 1 BETTER
- (2) 2 STAYED THE SAME
- (1) 3 WORSE
- 9 DON'T KNOW / REFUSED

A12A How do you rate the City of Seattle's ability to protect and restore natural resources such as salmon, clean water, trees and wildlife?

- (4) 1 Very good,
- (3) 2 Good,
- (2) 3 Only Fair, or
- (1) 4 Poor?
- 9 DON'T KNOW / REFUSED

A12B And over the last two years do you think Seattle has gotten better, stayed the same, or gotten worse in terms of ability to protect and restore natural resources such as salmon, clean water, trees and wildlife?

- (3) 1 BETTER
- (2) 2 STAYED THE SAME
- (1) 3 WORSE
- 9 DON'T KNOW / REFUSED

QUALITY OF NEIGHBORHOODS

INTRO2 Now I am going to read a list of items about your neighborhood. Thinking just about your neighborhood, please rate each item as very good, good, only fair, or poor.

[PRESS ANY KEY TO CONTINUE.]

[STATEMENTS B1 TO B5 APPEAR IN RANDOM ORDER IN B#]

B# [PROMPT AS NECESSARY: 'How would you rate your neighborhood in terms of...'] [SHOW STATEMENT] ?

[PROMPT AND READ RESPONSES AS NECESSARY] Would you say...

- (4) 1 Very good,
- (3) 2 Good,
- (2) 3 Only Fair, or
- (1) 4 Poor?
- 9 DON'T KNOW / REFUSED

- B1** How would you rate your neighborhood in terms of stores and services? Would you say...
- B2** How would you rate your neighborhood in terms of street lighting? Would you say...
- B3** How would you rate your neighborhood in terms of the physical condition of homes and apartments? Would you say...
- B4** How would you rate your neighborhood in terms of open space and parks? Would you say...
- B5** How would you rate your neighborhood in terms of availability of city services, such as neighborhood service centers, libraries, and parks and recreation facilities, when compared to other neighborhoods in the city? Would you say...
- INTRO3** For the next list of items about your neighborhood, please rate each item as a major problem, a minor problem, or not a problem.

[PRESS ANY KEY TO CONTINUE.]

[STATEMENTS B6 TO B16 APPEAR IN RANDOM ORDER IN B#]

B# [PROMPT AS NECESSARY: 'In your neighborhood is...']

[SHOW STATEMENT] ?

[READ RESPONSES AS NECESSARY]

- (3) 1 A Major Problem,
 (2) 2 Minor Problem, or
 (1) 3 Not A Problem?
 9 DON'T KNOW / REFUSED

- B6** In your neighborhood is... Violent crime
- B7** In your neighborhood is... Property crime
- B8** In your neighborhood is... Graffiti
- B9** In your neighborhood is... Litter or illegally dumped materials
- B10** In your neighborhood is... Dilapidated or vacant buildings
- B11** In your neighborhood is... Overgrown weeds or grass
- B12** In your neighborhood is... Air pollution
- B13** In your neighborhood is... Rats, mice, or other rodents
- B14** In your neighborhood is... Standing water on roads or sidewalks
- B15** In your neighborhood is... Traffic diverting from a major arterial or freeway to your local streets
- B16** In your neighborhood is... Noise

- (3) 1 A Major Problem
 (2) 2 Minor Problem
 (1) 3 Not A Problem
 9 DON'T KNOW / REFUSED

B16A What kind of noise is a major problem in your neighborhood?

[SELECT ALL THAT APPLY]

[BASE = RESPONDENTS FOR WHOM NOISE IS A MAJOR NEIGHBORHOOD PROBLEM (B16 = 1)]

- 1 ROAD - CAR / TRUCK TRAFFIC / NOISE
 2 FREEWAY - CAR / TRUCK TRAFFIC / NOISE
 3 AIR / AIRPLANE NOISE / TRAFFIC
 4 NOISE FROM PEOPLE / ANIMALS
 5 STEREO - HOUSE / CAR
 6 CITY OR EMERGENCY VEHICLE SIRENS
 7 CONSTRUCTION NOISE
 8 OTHER [SPECIFY]
 9 DON'T KNOW / REFUSED / NO MORE APPLY

B17 Now thinking about safety in your neighborhood, how safe do you feel walking alone in your neighborhood during the day? Would you say...

- (4) 1 Very Safe,
 (3) 2 Somewhat Safe,

- (2) 3 Not Very Safe, or
- (1) 4 Not At All Safe?
- 9 DON'T KNOW / REFUSED

B18 And after dark? Would you say you feel...

[IF NECESSARY: "Thinking about safety in your neighborhood, how safe do you feel walking alone in your neighborhood after dark?"]

- (4) 1 Very Safe,
- (3) 2 Somewhat Safe,
- (2) 3 Not Very Safe, or
- (1) 4 Not At All Safe?
- 9 DON'T KNOW / REFUSED

B20 Block Watch is an organization that allows neighbors to get together to talk about ways to prevent crime in their neighborhood while getting to know one another better. Have you or another member of your household participated in a Block Watch meeting within the **past two years**?

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

IMPORTANCE AND SATISFACTION WITH CITY SERVICES

INTRO4 Next, I will read a list of services that the city government provides. Please tell me, after each service, how important that city service is to you. Use a seven point scale, where "1" means "not at all important" and "7" means "very important."

[PRESS ANY KEY TO CONTINUE.]

[STATEMENTS C1 TO C19 APPEAR IN RANDOM ORDER IN C#]

C# How important is... *[SHOW STATEMENT]*

[PROMPT AS NECESSARY: 'as a city service to you?']

[AS NECESSARY: 'You may use any number on the seven point scale where "1" means "not at all important" and "7" means "very important".']

- 1 NOT AT ALL IMPORTANT
- 2
- 3
- 4
- 5
- 6
- 7 VERY IMPORTANT
- 9 DON'T KNOW / REFUSED

C1 How important are police department services as a city service to you?

C2 How important is maintenance of city parks as a city service to you?

C3 How important are park recreation centers and programs as a city service to you?

C4 How important is traffic management, such as traffic signals, signs, and street markings as a city service to you?

C5 How important are public libraries as a city service to you?

[BASE = ALL RESPONDENTS IN VERSION B]

C6 How important is street maintenance and street pavement conditions as a city service to you?

C7 How important are support services for people with special needs to live independently as a city service to you?

[BASE = ALL RESPONDENTS IN VERSION A]

C8 How important is City support for art and culture as a city service to you?

[BASE = ALL RESPONDENTS IN VERSION A]

C10 How important are fire protection services as a city service to you?

[BASE = ALL RESPONDENTS IN VERSION B]

- C11** How important are emergency medical services, such as Medic 1, as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION B]
- C12** How important is garbage pick-up as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION B]
- C13** How important are recycling services as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION B]
- C14** How important are Seattle City Light electrical services as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION A]
- C15A** How important is water supply as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION A]
- C15B** How important is water quality as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION B]
- C16** How important are water conservation services as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION A]
- C17** How important are energy conservation services as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION A]
- C18** How important are public health services, such as immunization, health care services and food safety, as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION B]
- C19** How important is city support for Seattle Center as a city service to you?
[BASE = ALL RESPONDENTS IN VERSION A]

- 1 NOT AT ALL IMPORTANT
2
3
4
5
6
7 VERY IMPORTANT
9 DON'T KNOW / REFUSED

INTRO5 Thinking about those same services, please tell me, after each service, how satisfied you are with that city service. Use a seven point scale, where “1” means “not at all satisfied” and “7” means “very satisfied.”

[PRESS ANY KEY TO CONTINUE.]

[STATEMENTS C20 TO C38 APPEAR IN RANDOM ORDER IN C#]